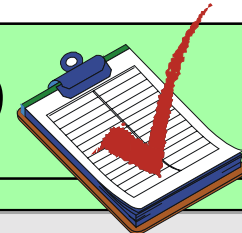


CHS CHECKUP



A publication by and for employees of the Kentucky Cabinet for Health Services

July 31, 2000

NEWS BRIEFS

VOLTA'S 26TH ANNIVERSARY

VOLTA, a residential alcohol and drug recovery program located on the grounds of Western State Hospital in Hopkinsville, recently celebrated its 26th anniversary. Former graduates and friends enjoyed the day and barbecue dinner. VOLTA staff members were honored a few days later with a luncheon, where Marcy Smiley was presented with the Employee of the Year award from her co-workers.

FAIR WORKERS NEEDED

Dieticians, health counselors and nurses are needed to staff the body composition analysis at the State Fair. Call Janet Luttrell, 502/564-7996. Face painters are needed for both shifts Aug. 18 and 23; and the second shift on Aug. 17 and 22. Call Gil Lawson, 502/564-6786.



TIP OF
THE
WEEK

One in two women over the age of 50 will have an osteoporosis-related fracture in their lifetime. The most common site of fracture are hip, spine, wrist and ribs. You may be at increased risk if you are a small, thin framed woman, have low body weight, have a family history of bone fractures, don't include enough calcium or vitamin D in your diet, exercise little, or drink or smoke heavily.

KECC Kickoff Is August 9

CHS employees are invited to the 2000 **Kentucky Employees Charitable Campaign (KECC)** kickoff on Wednesday, Aug. 9, at the Frankfort Civic Center.

Gov. Paul Patton will be the keynote speaker for the celebration, which will run from 11 a.m. to 1 p.m.

A barbeque lunch for \$3 will be offered from 11 – 11:30, along with the music of Bill Johnson and the Bluegrass Pickers and door prizes.

The **KECC** provides an opportunity for state government and KCTCS employees to give to the charity of their choice using payroll deduction. The **KECC** is endorsed by the Governor and is planned by state employees and the Personnel Cabinet. This year's Chairman is Public Protection and Regulation Cabinet Secretary Ron McCloud.

Last year, CHS employees gave \$94,532 to **KECC**. Less than a third of CHS employees used payroll deduction last year; this year CHS employees will be



encouraged to take advantage of this method of giving.

"Payroll deduction is an easy way to make a contribution to a great cause," CHS Secretary Jimmy D. Helton said. "You can give as little as \$2 a pay period and make a huge difference in the lives of other Kentuckians."

There are six charitable groups in the campaign: United Ways in Kentucky, Community Health Charities, Christian Appalachian Project, Kentucky Easter Seals, The WHAS Crusade for Children, and Prevent Child Abuse Kentucky.

Watch the CHS Checkup for more details of **KECC** events. Cindy Atkins in the secretary's office is the **KECC** coordinator for the cabinet.



Kilbourne Speaks On Advertising, Smoking Issues At Alcohol-Drug Conference

Jean Kilbourne, a writer, lecturer and filmmaker, was one of the featured speakers at the 27th Annual Kentucky School of Alcohol and Other Drugs Studies last week at Northern Kentucky University. The school is sponsored by the Division of Substance Abuse in the Department of Mental Health and Mental

Retardation Services, in conjunction with the Prevention Research Institute, Inc.

Kilbourne, internationally recognized for her pioneering work on alcohol and tobacco advertising, provided some eye-opening infor-

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Kilbourne Speaks At Alcohol-Drug Conference

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mation for conference attendees with her presentation on *Prevention, Public Policy & Media Advocacy*. Calling the state of advertising today a "toxic cultural environment," she said that the average person spends approximately three years of his/her life watching television.

She hammered home some facts about nicotine - labeling it the deadliest drug in American. It kills more people every year than cocaine, heroin, fires, car crashes, homicides, suicides and AIDS combined. She said that it is the most addictive of all drugs and harder to kick than any other substance.

The tobacco industry spends \$6 billion a year on advertising. One of the reasons for this is to gain new customers (children) because 3,000 children must begin to smoke each day to replace smokers who die, she said.

Kilbourne entreated the audience to not worry about censorship of the media by government, but rather by large corporations who spend huge sums on advertising alcohol, tobacco and drugs. Each year, \$13 billion is spent advertising liquor, drugs and tobacco.

"We are a self-medicating society. The message is sent that there is a chemical solution to all prob-



Jean Kilbourne

lems. When in reality it only brings addiction and addiction is the opposite of freedom," she said.

Her recipe for change calls for raising taxes on these items (even though she realizes this is not a popular idea), providing stronger warning labels such as those in Canada, counter advertising, teaching media literacy in schools so that children grow up to be conscious consumers, and for adults to realize why they make certain purchases.

Kilbourne said that there is less protection from advertising in Kentucky in regard to tobacco because tobacco is an accepted way of life. "Don't misunderstand me," she said. "I definitely am not anti-farmer, but I am anti-tobacco industry. I really admire the people who are taking this issue on in Kentucky. It takes a lot of courage, but it is a life and death issue. And, as more people realize the importance of prevention and how crucial this fight is for our children, the focus will shift towards prevention."

Personnel Notes

Cristina Soriano, a clinical dietitian at Hazelwood Center, was recently selected by the American Dietetic Association (ADA) to publish and present her research project about long term fiber use at a developmental care facility.

Hazelwood is a 201-bed intermediate care facility in Louisville which provides support, services and residences for persons with profound mental retardation, physical disabilities and who are medically fragile.

Based on **Soriano's** 19-month research project using soluble fiber to promote bowel health, she was chosen to discuss her research results at ADA's Annual Convention in Denver, Colorado, Oct. 16-19. ADA is the nation's premier professional organization that represents more than 70,000 nutrition experts nationwide.



Dr. George Hall has been named medical director at Western State Hospital. **Drs. Richard Lunsford** and **Daniel Sussman** have also joined the staff.

Hall has been with Western since 1990 as a psychiatrist and has been assistant medical director since 1997. He is a graduate of Georgetown University School of Medicine and is board certified in psychiatry and neurology.

Lunsford, an Arkansas native, recently finished his residency at the University of Louisville and is a member of the American Psychiatric Association (APA) and the American Medical Association (AMA).

Sussman, from New York, just completed his residency at John Hopkins University. He is a member of the AMA and APA and also holds an MS degree in computer science and an MBA in Management.

